Institute of Communication, Culture and Information Technology
Institute Office: Room 3014, CCT Building
Telephone: 905-569-4398

CCT356H5S LEC0101
Online Advertising and Marketing (SH)
Course Outline - Winter 2011

Class Location & Time	Tue, 04:00 PM - 06:00 PM
Instructor	Michael Jones
Office Location	J321
Office Hours	Tuesday 3-4pm
Telephone	905-845-9430 x5555
E-mail Address	michael.jones5@sheridanc.on.ca
Course Web Site	http://cct356-w11.wikispaces.com
Teaching Assistant	Pam Shaw
Office Hours	on appointment
E-mail Address	pamela.shaw1@sheridanc.on.ca

Course Description

This course investigates the industrial practices and tools of effectively marketing and promoting goods and services online. Topics include analysis of contemporary online advertisement design, the effective use of social media technologies in product marketing, planning online campaigns that reinforce and complement existing marketing and advertising efforts, and understanding key metrics used to evaluate a campaign's effectiveness.

Prerequisite: CCT260H5 (SSc)
Distribution Requirement: SSc

Only the Director of the CCIT program has the authority to give permission to waive course prerequisites. The UTM calendar states that students who lack the prerequisites for a course can be deregistered at any time.

Goals and Learning Objectives

After completing this course, students will be able to:

* identify common areas of concern in creating online advertising and marketing efforts

* critique existing online advertising efforts

* identify and summarize sources of emerging research and development in the field

* build a personal portfolio of work and personal brand strategy

* idenitfy components of an online advertising and marketing strategy

Textbook and Other Materials

Stokes, R. (2009). EMarketing: The Essential Guide to Online Marketing. Cape Town, South Africa: Quirk EMarketing. [Online] http://www.quirk.biz/emarketingtextbook/download

Guest lecturers may provide additional reading.

Assessment and Grading Policies

Type	Description	Due Date	Weight
Assignment	Online Advertising Critique	2011-02-08	15%
Assignment	Online Ad Design	2011-03-01	15%
Assignment	Final Project	2011-03-29	25%
Assignment	Portfolio and Personal Branding	On-going	10%
Assignment	Annotated Bibliography	On-going	10%
Final Exam	Final Exam	TBA	25%
		Total	100%

Requirements and Criteria

1. Online Advertising Critique (due Feb 8, 15%)

Pick two instances of an existing online advertising/marketing campaign and critique their design and approach. Who is their target audience? What are they trying to advance? When did you see this campaign, and where? What techniques did they use? Do you believe they were effective? Why/why not? Post this on your personal wiki.

2. Online Ad Design (due March 1, 15%)

Based on course readings and discussion, design an ad campaign for a client of your choosing. The ad campaign should have three forms of advertisting and the campaign/messaging/style should be consistent among them all (i.e., someone who sees a banner ad and a skyscraper ad should find it clear from design and copy that it's the same campaign.) This will be posted on your personal wiki.

3. Final Project (due March 29, 25%)

In groups of 4, you will adopt a client and design a complete marketing/advertising strategy for them. (You are free to use the same client from above but it must be distinct work - e.g., you can't just hand in the same thing, in part or whole.) This work will be presented in lecture in small sessions. You should be able to present and defend your work, and describe the process and strategy of its creation in an approximately 10 page writeup to be posted to a group wiki.

4. Portfolio and Personal Branding (ongoing, due April 5, 10%)

Based on the above work (and anything else you'd like to show off!) you will be building an online e-portfolio to showcase your work. Based on our discussion of personal branding, you will also provide a brief (2 page) strategy document on how you'd market yourself effectively to future employers or clients.

5. Annotated Bibliography (ongoing, due April 5, 10%)

We will collectively build an online annotated bibliography of relevant sources in the field, including resources that could be inspirational to future versions of CCT356. These resources can be from any source (e.g., given the emergent nature of this field, blog postings of substance can actually be quite valuable) but they should be instructive or interesting. You need to find two articles and summarize them in brief (250 words or so). Please do pick articles that are distinct from your classmates - this might be easiest done if you complete this part of the course early as a result. Annotated bibliography pieces will be posted on the class wiki. Please cite your sources correctly - it should be no mystery where the sources come from and where to find them.

6. Final Exam (at UTM, date/time/location TBA, 25%)

There will be one final exam based on information covered in the course. It will be a mix of factual questions (tested by multiple choice) and applied case questions (tested by short answers). More information on format will be released closer to the exam date.

Teaching Methods

This course is offered in a hybrid face-to-face/online form - with 50% of evaluation occuring based on online submission. The lecture will be two hours long - you will be expected to work beyond that to complete assignments on time. Both the professor and TA will be available by email to answer specific questions that surface.

This course strongly leverages applied project-based learning - it's generally more important to have a strong applied command of information vs. memorizing specific terms without knowing what they really mean or how they are to be used in practice.

Procedures and Rules

E-Culture Policy
Only student Utormail accounts should be used for course communication and all emails from students must include the course code in the subject line and should be signed with the full student name and student number.

Late Assignments, Extensions and Missed Term Tests
You are expected to complete assignments on time. There will be a penalty for lateness of 3% deducted per day and work that is not handed in one week after the due date will not be accepted.

As of September 2010, students are required to declare their absence on ROSI, in order to receive academic accommodation for any course work such as missed tests, late assignments, and final examinations. In addition to this policy, *student must also adhere to the following CCIT policy after declaring an absence on ROSI.*

Deadline extensions will be granted only for a compelling reason and with appropriate documentation and students should contact instructors immediately, and no later than the due date, if a deadline cannot be met.

Students who miss a term test for reasons entirely beyond their control (e.g. illness or accident) must, within one week of the missed test, submit an official request to the INSTITUTE (not the instructor) by completing a *Special Consideration Form* that explains the reason for missing the test, This form can be picked up at any ICCIT Office or downloaded from the ICCIT web site and should be submitted to the CCIT Undergraduate Advisor, Rose Antonio (CCT 3022) along with the ORIGINAL supporting documentation (e.g. a medical certificate, death certificate, etc.). A departmental committee will review requests and students whose requests are approved will be contacted by the instructor via email.

Medical certificates or Doctor's Notes must include the statement: "[Name of student]" was unable to write the test on [date] for medical reasons." Documentation must show the physician was consulted within one day of the test. A statement merely confirming the report of an illness made by a student is not acceptable.

You are responsible for providing an accurate phone number and email address on your Special Consideration Form. Although the Undergraduate Advisor and/or Instructor informs you by email, it is your responsibility to obtain the decision from the department. Claims that a department decision was not received will not be considered as reason for further consideration.

A student who misses a term test cannot subsequently petition for late withdrawal from the course without academic penalty on the grounds that he or she has had no term work returned before the drop date.

Missed Final Exam

Students who cannot write a final examination due to illness or other serious causes must file an online petition **within 72 hours of the missed examination**. Original supporting documentation must also be submitted to the Office of the Registrar **within 72 hours of the missed exam**. Late petitions will **NOT** be considered. If illness is cited as the reason for a deferred exam request, a U of T Medical Certificate must show that you were **examined and diagnosed at the time of illness and on the date of the exam, or by the day after at the latest**. Students must also record their absence on ROSI on the day of the missed exam or by the day after at the latest. Upon approval of a deferred exam request, a non-refundable fee of $70 is required for each examination approved.

Academic Integrity

From the Code of Behaviour on Academic Matters:
"It shall be an offence for a student knowingly:
(d) to represent as one's own any idea or expression of an idea or work of another in any academic examination or term test or in connection with any other form of academic work, i.e. to commit plagiarism"
Wherever in the Code an offence is described as depending on "knowing", the offence shall likewise be deemed to have been committed if the person ought reasonably to have know.

Honesty and fairness are considered fundamental to the University's mission, and, as a result, all those who violate those principles are dealt with as if they were damaging the integrity of the University itself. When students are suspected of cheating or a similar academic offence, they are typically surprised at how formal and seriously the matter is dealt with – and how severe the consequences can be if it is determined that cheating did occur. The University of Toronto treats academic offences very seriously. Students should note that copying, plagiarizing, or other forms of academic misconduct will not be tolerated. Any student caught engaging in such activities will be subject to academic discipline ranging from a mark of zero on the assignment, test or examination to dismissal from the University as outlined in the UTM calendar. Any student abetting or otherwise assisting in such misconduct will also be subject to academic penalties.

Students are assumed to be informed about plagiarism and are expected to read the handout, How Not to Plagiarize (http://www.writing.utoronto.ca/advice/using-sources/how-not-to-plagiarize) written by Margaret Procter. It is a valuable and succinct source of information on topic. You are also supposed to be familiar, and considered as being familiar, wit the *Code of Behaviour on Academic Matters* (see UTM Calendar: Codes and Policies or http://www.governingcouncil.utoronto.ca/policies/behaveac.htm) and *Code of Student Conduct* (http://www.governingcouncil.utoronto.ca/policies/studentc.htm), which spell out your rights, your duties and provide all the details on grading regulations and academic offenses at the University of Toronto.

Classroom Management

Students are expected to come to class on time, turn off cell phones and pagers and to use laptops in class for note-taking only (not for web surfing, email, viewing movies etc.)

Religious Observance

Information about the University's Policy on Scheduling of Classes and Examinations and Other Accommodations for Religious Observances is at
http://www.viceprovoststudents.utoronto.ca/publicationsandpolicies/guidelines/religiousobservances.htm

Other Resources

AccessAbility

The University accommodates students with disabilities who have registered with the AccessAbility Resource Centre. Please let me know in advance, preferable in the first week of class, if you will require any accommodation on these grounds. To schedule a registration appointment with a disability advisor, please call the centre at 905-569-4699 or e-mail at: access.utm@utoronto.ca.
http://www.utm.utoronto.ca/access/

Robert Gillespie Academic Skills Centre
Students can visit the Academic Skills Centre to consult with one of its strategists about understanding learning style, developing study plans for upcoming tests/exams, or discussing papers. Special Diagnostic Assessments are also offered and are designed to help you learn exactly where you stand with respect to critical academic skills.
http://www.utm.utoronto.ca/asc

UTM Library (Hazel McCallion Academic Learning Centre)
The University of Toronto boasts the biggest academic library in Canada and the second biggest in North America. Various services are available to students at the UTM Library and across the UofT library system. Services including borrowing, interlibrary loans, online references, laptop loans and the RBC Learning Commons. For more information, visit http://library.utm.utoronto.ca.

Course Schedule

Date	Topic
2011-01-04	Course Introduction (Note - Course topics and order may change to accommodate the availability of guest lectures from the field.)
2011-01-11	Online Advertising Foundations Chapter 2, 3
2011-01-18	PPC ads and financing Chapter 7
2011-01-25	Affiliate Marketing Chapter 4
2011-02-01	Search Engine Marketing/Optimization Chatper 5, 6
2011-02-08	Marketing and Social Media Chapter 8 Guest Speaker TBA
2011-02-15	Viral Marketing Chapter 9
2011-02-22	Break - no class
2011-03-01	Marketing Strategy/Planning Chapter 17/18 Guest Lecture: Pam Shaw
2011-03-08	Reputation Management and Personal Branding Chapter 10 Guest lecture: Christina Wiggins and/or Michael Cayley

2011-03-15	Web Analytics Chapter 14 Guest Lecture: Keith MacDonald
2011-03-22	Marketing in a Mobile/Distributed Computing Universe (& Course Review) Chapter 15
2011-03-29	Final project presentations
TBA	Final Examination

Last Date to drop course from Academic Record and GPA is March 6, 2011.
Every attempt will be made to follow this syllabus, but its content are subject to change, according to the rules as outlined in the UTM Instructor's Handbook, section 3.2.2.